

Message Text

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ORIGIN IO-14

INFO OCT-01 CIAE-00 CU-02 INR-07 NSAE-00 AID-05 USIA-06
L-03 ISO-00 AF-10 ARA-10 EA-07 EUR-12 NEA-10
PA-01 PRS-01 DHA-02 (ISO) R

DRAFTED BY IO/UNESCO:JFHARTLEY:LL
APPROVED BY IO:GADALLEY
IO/UNESCO:RCHEATER
IO/UCS:WHARLEY (DRAFT)
L/UNA:RSTOWE (INFO)
-----041617 021627Z /53
R 020315Z JUL 77
FM SECSTATE WASHDC
TO AMEMBASSY PARIS

C O N F I D E N T I A L STATE 154969

NESCO

E.O. 11652: GDS

TAGS: UNESCO

SUBJECT: MASS MEDIA PRINCIPLES DRAFT DECLARATION

REF: (A) PARIS 18057; (B) PARIS 16611

1. IN VIEW OF APPARENT SECRETARIAT INITIATIVE IN REDRAFT-
ING SUBJECT DECLARATION, DEPT REVIEWING POLICY ON APPRO-
PRIATE U.S. ROLE IN PROCESS FROM NOW THROUGH 20TH GC.

2. DEPT POUCHING DRAFT PAPER (REGISTRY NO. 1634933)
DESIGNED TO FACILITATE STUDY OF ISSUES. CONCLUSIONS ARE
TENTATIVE, DESIGNED TO STIMULATE DISCUSSION. PERMDEL'S
COMMENTS ARE SOLICITED, PARTICULARLY WITH RESPECT TO
TACTICS, TIMING AND FEASIBILITY.

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3. IN PREPARATION FOR SETTING FORTH STRATEGY OPTIONS, WE
ARE ITEMIZING A RANGE OF POSSIBLE OUTCOMES, INCLUDING THE
FOLLOWING, AND WOULD APPRECIATE PERMDEL'S APPRAISAL OF
EACH AS TO ITS PROSPECTS OR LIKELIHOOD OF MATERIALIZING:

A. POSTPONEMENT OF ACTION ON DECLARATION UNTIL 1980,

RESULTING FROM IMPOSSIBILITY RECONCILE CONFLICTING POSITIONS;

B. ADOPTION OF BLAND, INOFFENSIVE DECLARATION WITH LITTLE SIGNIFICANCE BEYOND TECHNICALLY FULFILLING MANDATE OF 19TH GC;

C. ADOPTION OF DECLARATION EXHORTING ALL SOCIAL, CULTURAL AND POLITICAL INSTITUTIONS OF INTERNATIONAL COMMUNITY TO PROMOTE PEACE AND FRIENDSHIP AND SHUN WAR PROPAGANDA, ETC., THE MEDIA MERELY BEING INCLUDED AMONG THE SEVERAL;

D. ADOPTION OF DECLARATION LISTING ROLES FOR MEDIA IN INTERNATIONAL SOCIETY, BALANCED BY STRONG REAFFIRMATION OF ARTICLE 19 OF UNIVERSAL DECLARATION OF HUMAN RIGHTS AND LISTING DUTIES OF STATES IN PROTECTING FREE FLOW AND JOURNALISTS' RIGHTS;

E. ESTABLISHMENT OF AN INTERNATIONAL MEDIA COUNCIL AS A NON-COERCIVE, EXTRA-LEGAL OMBUDSMAN-TYPE FACT-FINDING BODY TO FIELD PERCEIVED GRIEVANCES AND THUS ACT AS A LIGHTNING ROD TO KEEP MEDIA ISSUES OUT OF PLENARY SESSIONS.

4. MEDIA COUNCIL IDEA IS OF COURSE A MECHANISM, NOT A DECLARATION OF PRINCIPLES. IN PERMDEL'S VIEW, WOULD DG REGARD ITS ESTABLISHMENT AS ACCEPTABLE SUBSTITUTE AND FULL-CONFIDENTIAL

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FILLMENT OF MANDATE FOR DECLARATION? WOULD ITS DESIGN AND INSTALLATION LIKELY BE PLACED IN HANDS OF WISEMEN'S COMMISSION?

5. DEPT URGES EXTREME CAUTION IN DISCUSSING MEDIA COUNCIL PROPOSAL ANYWHERE OUTSIDE PERMDEL, LEST FAVORABLE U.S. CONSIDERATION BE INFERRED. FOR FOLLOWING REASONS, WE CAN TAKE NO POSITION AT PRESENT TIME: (A) U.S. MEDIA COMMUNITY DEEPLY DIVIDED OVER U.S. NATIONAL NEWS COUNCIL, ITS CONCEPT AND FUNCTION, THROUGH ACCEPTANCE APPEARS TO BE GROWING; (B) OUR SOUNDINGS AMONG MEDIA COMMUNITY ARE THEREFORE PRODUCING WARY, MOSTLY NEGATIVE RESPONSES ON INTERNATIONAL COUNCIL IDEA, BUT JURY IS STILL OUT; (C) IDEA OF INTERNATIONAL MEDIA COUNCIL SEEMS FUZZY AND SHORT ON DETAILS. CAN PERMDEL ALLEVIATE AMBIGUITY BY SUPPLYING SOME SPECIFICS?

6. REFTTEL B STATES THAT PERMDEL HAS REPEATEDLY STRESSED IMPORTANCE OF PARTICIPATION OF U.S. MEDIA IN CONSULTATIONS ON DRAFT DECLARATION. ONE OF OPTIONS DEPT CONSIDERING FAVORABLY IS TO MAKE STRONG PITCH FOR EXPLICIT, PREFERABLY FORMAL, INVITATION TO ALL MEDIA ORGANIZATIONS--BOTH

OPERATIONAL AND PROFESSIONAL IN FUNCTION AND PRIVATE, NATIONAL, REGIONAL AND GLOBAL IN SCOPE--TO PARTICIPATE IN REVIEW OF DRAFT. THIS WOULD INJECT THE DIVERSITY OF COMMENT INTO THE PROCESS, WHICH WE CONSIDER WHOLESOME AND CONSTRUCTIVE. IT WOULD IN ALL LIKELIHOOD MOVE THE DRAFT FURTHER TOWARD A FREE FLOW POSITION THAN IF ONLY DIPLOMATS AND BUREAUCRATS INCLUDED IN CONSULTATIONS. MOVE WOULD FULFILL 19TH GC MANDATE FOR CONDUCTING "BROAD CONSULTATIONS WITH EXPERTS". ASSERTION THAT MEDIA PEOPLE AND ORGANIZATIONS HAVE HITHERTO BEEN VASTLY UNDERREPRESENTED AT "EXPERTS" GATHERINGS ON THIS ISSUE IS SUPPORTED BY SURVEY OF PARTICIPANTS IN MARCH 1974 AND DECEMBER 1975 MEETINGS. DEPARTMENT SOLICITS PERMDEL'S EVALUATION OF THIS STRATEGEM. WOULD ALSO APPRECIATE PERMDEL'S
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THINKING--IF ASSESSMENT FAVORABLE--OF TIMING AND SALIENCE OF SURFACING THE SUGGESTION, ANYWHERE FROM DISCREET RECOMMENDATIONS TO SECRETARIAT, TO FULLY ORCHESTRATED AND HIGHLY VISIBLE CAMPAIGN IN FAVOR OF ALLOWING WORLD'S MEDIA SPEAK ON THE ISSUE. FURTHER, IS IT PRACTICAL TO PRESS FOR PRINCIPLE THAT MEDIA CONSULTATIONS SHOULD PRECEDE, RATHER THAN FOLLOW, SECRETARIAT'S PRODUCTION OF DRAFT?

7. DEPT APPRECIATES DIFFICULTY OF ASCERTAINING ANYTHING CONCRETE ON WISEMEN'S COMMISSION. DEPT AND U.S. NATIONAL COMMISSION HAVE DEVELOPED COORDINATED APPROACH IN ANTICIPATING APPROPRIATE U.S. ROLE IN COMMISSION WHEN CONVOKED. FORMATION OF WORKING GROUP OF MEDIA/COMMUNICATION LEADERS UNDER AEGIS OF NATIONAL COMMISSION AS BACKSTOP TO U.S. WISEMAN UNDER CONSIDERATION. DOES PERMDEL HAVE ANYTHING REASONABLY FIRM ON WISEMEN COMMISSION AGENDA OR THEMATIC SCOPE BESIDES NAESSELUND DECEMBER DRAFT? ANY IDEAS ON PROCEDURE OR HOW COMMISSION'S ACTIVITIES WILL BE FINANCED?

8. SET OF PAPERS COMMISSIONED FOR MURROW CENTER CONFERENCE POUCHED TO PERMDEL (REGISTRY NO. 1634932). FOR MODERATE AND CONSTRUCTIVE APPROACHES, PAPERS OF TATARIAN, ROSENBLUM, ALI AND FERNANDEZ ARE RECOMMENDED. STATEMENTS OF KIRKPATRICK, QOBOZO AND VERGHESE BEING TRANSCRIBED FROM TAPE AND NOT YET AVAILABLE. MURROW CENTER, UNDER GRANT FROM DEPT, CONDUCTING FOLLOWUP SURVEY OF CONFERENCE TO ASSESS ITS IMPACT AND CONSEQUENCES.

9. DEPT REQUESTS PERMDEL'S VIEWS ON BEST TIME FOR HARTLEY TO VISIT PARIS FOR TALKS WITH UNESCO OFFICIALS, TAKING ACCOUNT OF ETA OF KANDIL AND DE LEON (REFTEL A) AND POSSIBLE CONVENING OF THE INFORMATION GROUP FOR INFORMAL
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DISCUSSIONS OF OPTIONS AND STRATEGY AND PROGRESS OF
SECRETARIAT TOWARD PRODUCING DRAFT. CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INFORMATION MEDIA, AGREEMENT DRAFT, POLICIES, AMENDMENTS
Control Number: n/a
Copy: SINGLE
Sent Date: 02-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE154969
Document Source: CORE
Document Unique ID: 00
Drafter: JFHARTLEY:LL
Enclosure: n/a
Executive Order: GS
Errors: N/A
Expiration:
Film Number: D770237-0262
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770794/aaaadeib.tel
Line Count: 177
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 64d5f071-c288-dd11-92da-001cc4696bcc
Office: ORIGIN IO
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: 77 PARIS 18057, 77 PARIS 16611
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 03-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1975227
Secure: OPEN
Status: NATIVE
Subject: MASS MEDIA PRINCIPLES DRAFT DECLARATION
TAGS: PORG, US, UNESCO
To: PARIS
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/64d5f071-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009